



Appearing before most if not all of the wards of the two East Bay stakes, as well as before many civic, religious and musical assemblies over the past several years, the Mormon Male Chorus has won for itself the warmest affections of the local colony for its high artistry and unselfish devotion.

The last two quarterly stake conferences, one the Oakland, and the other the Berkeley stake conference, have been favored with sacred songs from the chorus under the leadership of Robert Sant and to the accompaniment of Mary Watkinson's playing.

Appropriately, therefore, we present a group picture of the chorus by Edward Pyle, commercial and portrait photographer of Berkeley (the a member of Walnut Creek ward) taken in February, 1950.

Back row, left to right: Mary Watkinson, accompanist; Marriner Swenson, James Kay, Joseph E. Russin, Harold Miller, Wendell Martin, Richard Alphlin, Truman Nethercott, Earl Larson, Afton Stout, Gill Larson, Eugene D. Harris, Jay L. Robinson, Vao Cheney, Denzel Allen, Sr., and Jack Fitzpatrick.

Front row: Leland Wright, Alfred W. Fontana, Blain Wilson, Dean S. Hawley, Paul Summerhays, Alfred H. Uffens, Carl Decker, Glen Shaw, Jr., Rodney Pocock and Leon Baer.

Front: Robert Sant, leader. Absent: Cornell Jarman, Robert Brummett, Bert Boetes. Members at present on leave: Denzel Allen, Jr., Ted Baer, Jay Brown, Herbert A. Weiland, Oscar McCarthy and Leonard Lyons.

L.D.S. Girls Activities

Bishops Are Special Guests

At Quartely Advisory Meeting

Highlights of the quarterly advisory meeting of the Oakland Stake Girls' Committee, January 30, in Dimond ward chapel, were addressed by Bishops W. T. Webb, A. G. Jackson and Elmo Smith, inspirational talks by MTA advisor, Rhea Gustaveson, and S. S. advisor, Leonard Lyon, and a progress report by Oakland stake chairman of the Girls' Committee, Ruth S. Hilton.

In all, 284 girls are enrolled in the wards of the stake, and 47 women are working on various committees. Each advisor has an average of eight girls in her care. An increase of LDS girls in attendance at Church meetings has upped from 39 per cent a year ago to 58 per cent for the month of December, 1949.

In 1948 48 girls of the stake qualified for individual awards given out by the Presiding Bishop's office, while in 1949, 76 girls won the happy distinction. Each ward is included in this increase.

Peggy Mauss, now in Japan with her parents, Mission President Vinal G. Mauss, and his wife, Ethel, will get her award this year as she has done other years. Peggy writes from Tokio, January 18, 1950.

"I certainly appreciate the extra trouble you have gone to in order that I might get my award. It has always meant a great deal to me to get these awards which I have received each year since the Girls' Work was commenced by the Church, and each award has given me a stronger desire to work harder for the next one. I spite of the seven thousand miles separating us I still feel a part of good old Oakland ward. I wish I could be there to share the spirit of award night. These dinners have always been a highlight of the winter season."

Peggy enclosed a pretty snapshot of herself wearing a beautifully patterned Komono of the Japanese lady.

ALADEMA WARD

Bobby Loise Cobb, 16 years, has been identifying herself with the LDS Girls' for many months. Her baptism into the Church made us all happy. Alameda's age group 17-20 held an average of 88 per cent attendance as Sacramento meetings, one of the highest in the stake. Why not other groups top even this record sometime?

DIMOND WARD

Dimond has held the Victory Trophy for two months. The Dimond ward Girls' Chorus sang for stake conference Sunday evening, January 23. "Our program," writes the ward chairman, "has helped our girls realize how important it is to help one another, especially those who are shy and new. We have realized that to be loved we must love others. Now we all try to make the 'new' girl feel welcome as soon as she comes into the ward."

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This ward's meeting attendance by the girls is outstanding: 72 per cent at Sacramento meetings. Hav-

Shall the LDS Business-Professional Directory be Printed in Pocket Size?

If you wish the April Messenger directory of East Bay LDS business and professional members reprinted in a stapled, pocket-size edition please see blank below.

Some Liahona club members have urged that such a reprint should be prepared and mailed free to our Messenger mailing list, and that some extra copies should be furnished free to all whose names are included. Ads would pay the cost of course.

A feeling exists that there would be enough value in this handy form of the directory to justify advertising therein similar to the display ads in the telephone directory, inserted alphabetically near the business names. The advertising rates would be kept at a minimum on a reasonable cost-plus basis: \$1.50 (or less if possible) per horizontal inch and full page width.

We will proceed if you wish us to. It depends upon the response sent in at this time.

THE MESSENGER:

I think the Messenger should as soon as possible, distribute free (as mentioned above) the LDS business and professional directory in handy pocket form.

I subscribe for _____ inches of advertising space at rates mentioned above, and enclose copy.

Signed _____
Address and Phone _____

(Mail to The Messenger, 1612 Spruce St., Berkeley 9, Calif., before March 20, 1950, in order that the printer may know whether to hold the April issue type for the re-print.)

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There will be a prize awarded for the best book submitted and the winner will be announced in the June issue of the Messenger.

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2. Go to sacrament meetings every Sunday. This, not to please anyone else, or to hear some special speaker, but to partake of the sacrament and receive the Holy Spirit. Repeat, if you will, the prayers over the bread and water, and observe the repeated phrase, "that they may always have thy Spirit to be with them." That is why you partake of the bread and water.

3. Books will be judged on originality and completeness in the field chosen. Each person is encouraged to use their own imagination and initiative in choosing and filling out their book. There is no set form.

The deadline will be the next stake conference, May, 1950.

Boys and girls, here's your opportunity to show what you can do—have fun and start your "Book of Remembrance" now in time for the contest. YOU may be the winner.

It was announced that full-time missionaries are now being placed in Palo Alto and San Jose, thus completing the placing of elders in all four bay stakes, surrounding San Francisco bay.

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176 LDS Elders Descend On Oakland for Northern Calif. Mission Conference

Holding the first mission-wide conference in many years, President Thomas W. Gardner with counselors Alwyn C. Sessions and Robert Day, met the 176 elders of the Northern California Mission in a three-day conference at the Oakland chapel February 8, 9 and 10. Holding three sessions each day, the conference was addressed by former Mission President W. A. Macdonald; Thomas C. Byrne formerly of the mission presidency, and Dr. Emery R. Ranker of the Berkeley stake presidency, besides the mission presidency.

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The value of the canned goods totals \$6,533.62 dried prunes \$310, clothing \$933, and cash \$2,503.76. A total value of \$10,825.63, or 89 per cent of the stake assignments total of \$12,110.

The value of the canned goods was shipped to the general committee and went to the needy saints in Europe, the prunes also, except

\$84 worth were shipped to Salt Lake; the clothing remained in the stake store house together with 13,000 cans of fruit and tomatos.

Pears represent the largest canning operation and were contributed largely by Walnut Creek and Martinez, with Napa helping out. Vallejo went heavy on the apples while the apricots came from Pittsburg and Brentwood and the tomatoes from Napa and Martinez. Martinez also contributed a small amount of peaches, Napa, of course, featured dried prunes.

While the stake as a whole reached 89 per cent of its assigned welfare budget, some wards made excellent records far over 100 per cent of their budget assignments. Walnut Creek reached 190 per cent, Berkeley second 136 per cent, while Napa went to 111 per cent. Most of the other wards ran around 80 per cent, though Berkeley first almost reached 95 per cent while Pittsburg stood at 55 per cent, Fairfield 49 per cent and Vallejo 30 per cent.

The cash part of the budget was carried by five of the wards of the stake while most of the other wards produced the fresh fruits, vegetables and dried prunes. Vallejo went heavy on the apples while the apricots came from Pittsburg and Brentwood and the tomatoes from Napa and Martinez. Martinez also contributed a small amount of peaches, Napa, of course, featured dried prunes.

Our Primary children's chorus will be represented at the Primary conference in Salt Lake City, April 4 and 5th by President Annette V. Wood, her second counselor Bessie Brady, Opal Oliver from Fairfield, Shirley Haslem from Martinez, Nellie Johnson and Verla Hodge from Walnut Creek.

The answer to our problems comes in the very hour of the need," testified Elder Young. "We may not know far ahead how we shall meet a given problem or situation, but if we move ahead in the discharge of duty, the require-

ments of the Primary stake and ward teaching staffs with their partners are invited. This party has a two fold purpose; to help acquaint members throughout the wards with one another and also to raise funds to buy a President Grant paper weight. These paper weights were donated by President Grant toward the new children's hospital.

Our Primary children's chorus

will lend a sweetness to the ten o'clock session of stake conference April 30, by rendering several musical numbers. A group of the officers and teachers will also have part in the morning program.

The second party was held in the Hayward ward on March 10 for the Stake Primary Trail Builders. Douglas Swanson explained the new order of scouting in the church which includes 11 year-old boys, and Al Atwood taught the boys how important scouting is to them and why they should join church troops. Yo-yos were presented to the boys present and a yo-yo contest ensued. A "feed" made everyone doubly happy.

March 31 the Relief Society stake union meeting was held in Dimond ward. Sister Veda Linford of Oakland ward is the new literary leader. Welcome to your new assignment, Sister Linford.

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Inspiring addresses were also given by President Angus H. Norberg and Glen Shaw of the presidency.

Delightful music Sunday was furnished by the Stake's Singing Mothers led by Thelma Sims and accompanied by Glenona Farns-

Olympic 3-0929.

One man who visited the morgue confessed that he had come to California broken in spirit and apostate in feeling and that Bro. Jacobs brought him back through kind encouragement. Another declared "The Lord needed a good man over there in a hurry." And years ago, after listening to a lesson on judgement day a lady said "If any human being is going to judge me and I can choose that person, it will be Eugene B. Jacobs." Such is a sample of the

high esteem in which his friends held him.

His family should be mentioned at this time, for they are exemplary. God-fearing people, and he could not have been what he was had not his wife been Blanche Coulter. May God bless her and the children and relatives in this hour of bereavement.

I saw that cottage, standing on Benicia street, Vallejo, like a dear lady ready to be courted by home lovers.

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In all, 284 girls are enrolled in the wards of the stake, and 47 women are working on the various committees. Each advisor has an average of eight girls in care. All members of LDS girls in attendance at Church meetings has upped from 30 per cent a year ago to 55 per cent for the month of December, 1949.

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Elder Howard G. Marsh, who has come home from the Argentine mission and from an appointed special mission to visit some student and other leaders in Spain who have been studying the restored gospel, bore a fervent personal testimony of the truthfulness of the gospel.

Inspiring addresses were also given by President Angus H. Norberg and Glen Shaw of the presidency.

Delighted music Sunday was furnished by the Stake's Singing Mothers led by Thelma Sims and accompanied by Glenona Farmsworth.

The Bay Area stakes were hosts to the missionaries for three days, and gathered with the elders in one public session, Thursday evening. A spiritual feast for the elders, the conference sent the missionaries back to their fields of labor from Grants Pass, Ore., to the north to Porterville on the south, with a greater determination to preach the gospel "to all the world."

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• Joseph C. Eyring made a top record among the real estate fraternity for the later part of 1949. He is currently chairman of multiple listing bureau of the Berkeley Realty Board.

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While the stake as a whole reached 89 per cent of its assigned welfare budget, some wards made excellent records far over 100 per cent of their output assignments. Walnut Creek reached 190 per cent, Berkeley second 136 per cent, while Napa went to 111 per cent. Most of the other wards ran around 80 per cent, though Berkeley first almost reached 95 per cent while Pittsburg stood at 55 per cent, Fairfield 49 per cent and Vallejo 30 per cent.

The cash part of the budget was carried by five of the wards of the stake while most of the other wards produced the fresh fruits, vegetables and dried prunes. The five cash paying wards were Berkeley First, \$901.15; Berkeley Second, \$593.50; Claremont \$376.15; Carquinez \$51.95; and East Richmond, \$200.00.

2 Young Speakers



Two youth speakers before the Richmond ward Sunday school, Judith Holland and Larry Young. Each Sunday two young people give a "thought for the week" example of which are: "A much-used road is easy to travel," and "Life is like a grindstone, whether you grind a man down or polish him up depends on the stuff it is made of."

What is the Gift of the Holy Ghost?

(Continued from page one) I quote to pray with all your heart and fast as seems necessary, and with all the energy of your soul. Did not Jesus advise, "Pray always that you may escape Satan," and the Book of Mormon counseled that we pray morning, and night and at noon as that may be possible and at all times in our hearts.

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Therefore the Messenger's raise beginning with the April issue, will be \$1.50 per column inch in place of the current rate of \$1.25.

Since 1946 the Messenger circulation has increased from 2700 to 3500.

Garding the contest, contact either

Rose Dunham, 725 Spruce St.,

Berkeley 7, Calif., Landscape

4-3035, or Alma Deane Feller,

6216 Hillegass Ave., Oakland,

Olympic 3-0929.

or

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Clifford E. Young Attends Oakland Stake Conference

Clifford E. Young, assistant to the Twelve Apostles, and Wm. W. Lawrence of the General Church Welfare Com., inspired large audiences April 1 and 2, 1950, at the Oakland stake quarterly conference.

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ing won the trophy three months consecutively, Elmhurst has the honor of having its name engraved on the trophy. Their Mothers-Daughters' party, pre-holiday, was beautiful for its spirit of friendliness. A charming surprise was they furnished the music for Girls' Night at Sacramento Meeting.

HAYWARD WARD

The girls are having lots of fun. February 11 saw the fulfillment of dreams for a snow trip. Now they plan an excursion to the Mesa temple during Easter vacation for Bazaar for the dead. The girls are themselves working together the names for their baptismal work, and also to raise money for the expenses of the joyous trip.

MAXWELL PARK WARD

Maxwell Park is having the joy of helping some inactive girls become interested in the Church. From this ward also come 83 girls who have been given the gift of the Welfare Center last summer. A lovely thing was the singing of the Girl's Chorus at the ward sacrament meeting.

Three inactive girls were brought into activity thru a camping experience with our fine group. In another instance, parents have become interested in the ward because their daughter took full part in our girls' program. Now Oakland is very happy to welcome Lois Kunz as a new church member and as one of their girls' group. She was first invited to attend M. S. Day school and is a present member of Sister Lindsay and Lita Moses, who met her at school.

LEANDRO WARD

Our youngest group has qualified for the 1949 standard award because over half of the group earned individual awards. This active little group has found time to do many things as well as earn their awards. None of them need over \$200 for the work being done by the sale of Christmas cards and candy of their own making. Fine work.

To quote Mary Marsh, secretary of LDS Girls' Committee, Oakland state: "Let us strive for wisdom, knowing what to do; skill, knowing how to do it; virtue, doing it well."

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Olympic 3-0929.

Year's Welfare Accomplishments

President Wayne Mayhew reported at the stake conference the annual budget assessments and accomplishments for 1949 for Berkeley Stake. The accomplishments include 27,278 cans of fruit (apricots, pears, peaches,) and tomatoes, besides 6000 pounds of dried prunes; clothing and cash.

The value of the canned goods total \$153,625. Clothing, prunes \$310, clothing \$933, and cash \$2,503.76. A total value of \$10,825.00 or 89 per cent of the stake assignments total of \$12,110.

Half of the canned goods was shipped to the general committee and went to the needy saints in Elmhurst, the balance, except \$34 worth, were shipped to Salt Lake. The clothing remained in the stake store house together with 13,000 cans of fruit and tomatoes.

Peas represent the largest canning operation and were contributed by Wm. W. Weller, Creek and Martin, with Napa helping out. Vallejo went heavy on the apples while the apricots came from Pittsburg and Brentwood and the tomatoes from Napa and Martinez. Martinez also contributed a small amount of peaches. Napa, of course, featured dried prunes.

While the stake as a whole reached 89 per cent of its assigned welfare budget, some wards made excellent records far over 100 per cent of their budget assignments. Wm. W. Weller, Creek and Martinez, while Napa went 136 per cent, Berkeley second 136 per cent, while Napa went to 111 per cent. Most of the other wards ran around 80 per cent, though Berkeley first almost reached 95 per cent while Pittsburg stood at 55 per cent, Fairfield 49 per cent and Vallejo 30 per cent.

The cash part of the budget was carried by five of the wards of the stake while most of the other wards produced the fresh fruits, vegetables and dried prunes. The five cash paying wards were Berkeley, First \$902.15; Berkeley Second, \$59.50; Claremont \$376.15; Carquinez, \$551.95; and East Richmond, \$200.00.

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The Messenger

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tivation—slightly affected.

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Eighteen Representative Berkeley Business - Professional Members



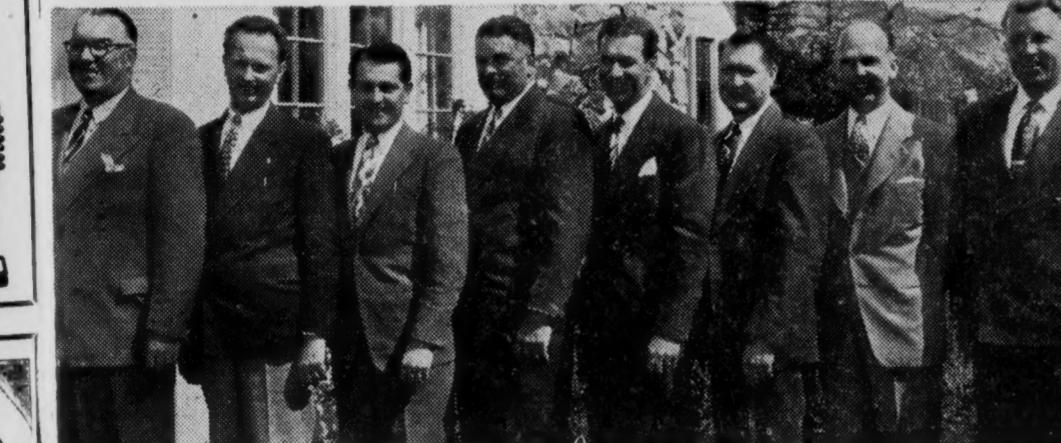
Altho this issue of the Messenger presents five other picture of Berkeley groups, this one was still necessary. Several eligible were yet absent from any of the pictures.

This group of 18 varies from a physician, to a carpenter and includes a variety store goods wholesaler, drug store proprietor, plumber, bank officer, realtors and a dentist, farm bureaus, research expert, civil engineer, pest exterminator, accountant, food broker, market manager, refrigerant expert and newspaper editor and manager.

Left to right standing are: O. Leslie Stone, president Skaggs-Stone, Inc., Oakland, distributor of general merchandise; Douglas Keam, M.D.; A. H. Hopkins, plumber, 762 San Pablo Ave., El Cerrito; Edward B. Cook, carpenter, LA 5-3421; Walter W. Barrett, real estate with Jos. C. Eyring, Res. phone LA 6-3899; Willard E. Ells, bank official, American Trust Co. Frank J. Parsons, real estate, Res. phone LA 5-8727; Von T. Ellsworth, research executive State Farm Bureau, Res. phone 3-4772; Delbert H. Rock, prop. Low Cost Drive, University and Shattuck, Berkeley.

Sitting left to right: I. B. Ball, editor-manager The Messenger, as partner in Andco Civil Engineers, 3415 Piedmont, Oakland; Ed. T. Barrett, prop. Barrett Pest Control Service, 741 University Ave., (across from UC Theatre); James Kay, accounting executive for Sloan's Furniture, San Francisco; Geo. W. Hall, partner in food brokers firm, San Francisco; John R. Cain, Cain Bros., refrigerant experts; Clyde W. Lindsay, Jr., salesman in Low Cost Drug; Ted Baer, manager of Gilman Food Center, Gilman and San Pablo, Berkeley.

Eight Representative Walnut Creek Business - Professional Members



This group of smug men stand at the side of the Ladies' Literary meeting where the Walnut Creek LDS women holds its meetings and Sunday schools. Their employment varies from music composer and teacher to building contractor.

Left to right: J. Lloyd Johnson, fens, proprietor linoleum and venetian blinds; Everett Morgan, venetian blinds manufacturer; David L. Chamberlain, business service; Willard Johnson, fire and casualty insurance. —photo by Ed A. Pyle.

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March 1950

April, 1950
Seven Representative Alameda Business - Professional Members

The Alameda group of seven lies
dents and saw and lawn
mower sharpening and servicing
shops. And perhaps others.

Left to right in the picture
standing are: T. C. Hatch who
with his wife owns and operates
the Hatch Restaurant at 1905½
Encina Avenue; Wendell Jensen
and Mrs. Jensen who operate
the Sweet Shop at 1404 Park
avenue; Francis Winkel, part
owner and operator of Edie's
Manufacturing Company; cab-
net shop owners and managers;
moving picture house owners, in-
surance writers and novelty pub-

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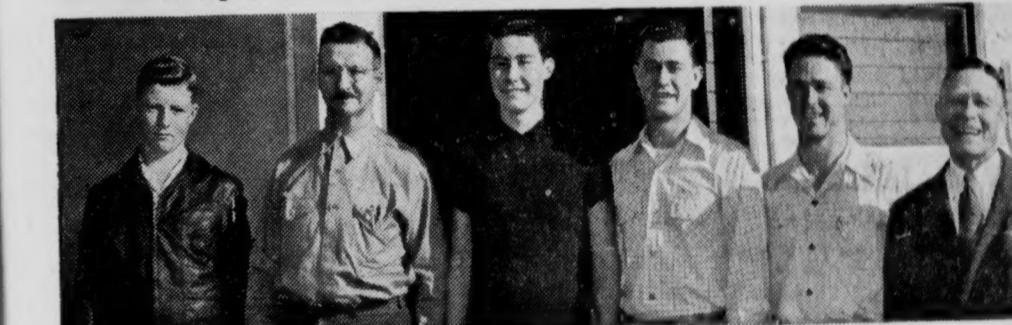
Seven Representative San
Oliver I. Oliver, branch president, stands at the
extreme left of the group; he has a cement block
making business. Others in the group are: Ray
E. Campbell, publisher of the Solano County
Courier and the Global Ranger, and printer of
the Messenger; W. Woodrow Haycock is distrib-
utor manager of the Oakland Tribune in Solano
County; Dorothy Bissell, the rose among
this group of thorns, is kept busy giving piano
lessons; J. Alden Blaisdell, the man with the
million dollar bass voice, represents the
Official Life Insurance Co., while Stewart Mitchell,
the man at the extreme right, manages the
American Auto Store branch store in Fairfield;
and co-owners of the business, incidentally,
Not pictured is Miss Helen Allen, right-hand
"man" to her father, Clifford M. Allen, Fairfield
building contractor. —Courier Photo.

Six Representative Fairfield Branch Business-Professional Members



Orlin I. Oliver, branch president, stands at the
extreme left of the group; he has a cement block
making business. Others in the group are: Ray
E. Campbell, publisher of the Solano County
Courier and the Global Ranger, and printer of
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and co-owners of the business, incidentally,
Not pictured is Miss Helen Allen, right-hand
"man" to her father, Clifford M. Allen, Fairfield
building contractor. —Courier Photo.

Six Representative Claremont Ward Business - Professional Members



Among the LDS business
whose businesses are to be found
on San Pablo Ave., Oakland,
are the seven men looking at
the picture shown above, of whom
the seven is a chiropractor,
makes shades for porches,
the others are five "More
from Utah," whose Nu Vu
V

ABC from the picture is Vincent
A. Wood, now in the Camarillo
Mission, and Samuel Bird,
serving in the air force.

Don C. Wood, Sr., on the right
has at last won the verdict of
rugged road tests as well as of
his three husky sons associated
together in the Don C. Wood and
Sons Refinol Co. Refinol, Don
would say modestly, is now pro-
viding by tests and long-time re-
cords of its use in comparison
with top grade commercial auto
engine oils in fleets of trucks.
They now have contracted ex-
clusively with Refinol, Don Sr.

Don C. Wood, Jr., on the left
of the picture, stands besides
his father and son. Lorenzo
Bird, the son is with his
father in the Bird Shoe Repair
Shop at Dwight Way and
San Pablo. An expert in his
trade, Lorenzo's shop has all
the advantages of the most mod-
ern machinery for beautiful, long-
lasting, craftsmanship.

ABC from the picture is Vincent
A. Wood, now in the Camarillo
Mission, and Samuel Bird,
serving in the air force.

Ten Representative Maxwell Park Ward Business-Professional Members



The eight east Oakland LDS
professional and business men
shown above are standing in
Maxwell Park, a large
estate, French laundry to a
shoe repair shop and include
the dealers, a jeweler, a real-
tor. The professions of chiroprac-
tor and optician are also repre-
sented. Among others eligible
are butchers, a chipmunk dealer,
a blanket importer and dealer, a
cutterly salesman, a venetian blind
salesman and no doubt many
others.

Sitting in picture left to right
are Curtis R. Bybee, Maxwell
Park's new bishop and a real-
tor with his wife; Bessie and
F. C. Bybee, D. C. on Foothill,
Elmwood, and Jeffries are
butchers, while Mr. Blane
health food store prop-
erty owner and son of the
stands Mervin R. Bybee
Paul R. Oram, partner

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A Little Journey to Solano Avenue Business: Professional Members

A little journey to Solano and San Pablo business and professional members.

Come for a flying trip down Solano from The Alameda to San Pablo avenue. First drop in at the Variety Earl Peterson. There are there to meet us and show us their immense store and \$30,000 stock. Roxy and Earl are as interesting as the business is working "show to shoulder" as have been. No wonder people love to come to trade with them. The Variety Store (1889) is across from the Oak Lane.

West of the theatre a few stores in the West Oaks Hardware store is owned by Herb Van Noy who also is a partner in the Malt-Van Noy Hardware, 1855 Solano Avenue, Berkeley; Jonathan Heatherton, prop. of Brother Jonathan Healthatorium, 3733 Piedmont Street. He was not at the store, but his clerks gladly pointed out the immense extent of the stores stock. Herb opened this store in 1940. At that time he opened another store in Alameda which he recently sold when he turned his attention to the fast growing San Leandro section.

Farther west a block or two and on the south side of Solano we spotted the 1652 number of Gunnar Larsen's chiropractic and home. Bill and Gail were most cordial. They showed us their rather new and newly conditioned quarters where they are becoming well established in the Solano activity.

Moving down toward Solano, we came next to Frank Parsons' real estate office in his home at the corner of So. 1st and Ordway. Frank's son, Tom and Ordway had a full run of us in their office.

Driving up Telegraph avenue



Ten Representative North of 20 St. Oakland Business - Professional Members

"DUTCH BOY" WONSOVER

All it takes to cover shabby walls is one coat of Wonsover, a real, oil-base paint that's easy to use. Available in pleasing colors with a soft, beautiful sheen.

Gal. \$3.95
Ot. 1.19

LADDERS AND PAINTING SUPPLIES

Assemble all your supplies before you start to paint. You can get everything here in one stop... ladders, brushes, paint removers, thinner, sandpaper, scrapers, masking tape, putty, putty knives, etc.

Malby and Van Nov Hardware

5601 College Ave. Oakland 0L 2-1216
14624 East 14th St. San Leandro LO 8-1172
Oaks Hardware, 1855 Solano, Berkeley, LA 5-0331

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FURNITURE — APPLIANCES
LINOLEUM and CARPETS

BONNIE SHIELDS DANCE STUDIO
Ballet
Acrobatic
Tap
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Winn Printing Company...
Printers to the Particular.
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Phone Olympic 2-9748

DR. GUNNAR LARSON
CHIROPRACTOR
X-Ray
Colonics
Albany
Landscape 2-9361
Albany, California

Dr. Kenneth R. Krey
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MYRTLE IRENE SNARR
Mending and Alterations
3027 Telegraph Ave., Apt. 106
Oakland 9. HU3-7112

MODEL CRAFT HOBBY SHOP
(across from Tech Hi)

Mechanical Hobby Supplies

Open 9 a.m. to 9 p.m.
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MOREWEAR PAINTS

PROTECT YOUR HOME
Just as your home protects you... so do Morwear products act as your home's safeguard... day and night... month after month... year after year.

OLSON'S

Morwear Paint Store

Art and Textile Painting Supplies
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ALTON E. OLSON Res. 545 24 St. Richmond
Business Ph. LA. 5-5017 Residence Ph. ASH. 3-6006

LAURE TOLMAN, Real Estate

Specialists in residential properties
Associated with Jack Frost, Realtor

1485 SOLANO AVENUE, BERKELEY

Business Ph. LA. 5-5017 Residence Ph. ASH. 3-6006

DAVE MOSS, L. LEIBSTEIN

Specialty Party Rates
Phone 3-3250 609 San Pablo Albany, Calif.

Personally conducted by
M. DEE SMITH (Dinner Wards)

Graduate of San Francisco College of Mortuary Science

Inquire about our Pre-Need Funeral Plan

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2110 Webster St., Oakland Higgin 4-4045

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FINEST SERVICE

SHATTUCK-OAKS FLORIST

Cut Flowers — Corsages — Funeral Pieces

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ALBANY

WESTINGHOUSE PRODUCTS

HOUSE OF QUALITY

1122 Second Street

Phone 216 Napa

ASK ABOUT A FREE HOME DEMONSTRATION

Gordon E. Wilkins-Ironers Inc.

Ironrite Distributors

3100 Telegraph Ave. Oakland 9, California

ALBANY

BYU Wins

BYU won the Skyline championship basketball trophy this year over college teams in Utah, Colorado, and Wyoming, and expect to Kansas to compete for the title in the fall.

Ed A. Price, Berkeley, in the group of nine downtown Oakland business professional members.

Photo by Ed A. Price

A Little Journey to Solano Avenue Business Professional Members



A little journey to Solano and San Pablo Ave business and professional members.

Come with us for a flying trip down Solano from the Alameda to San Pablo Avenue. We first stop at the Oaks Variety. Earl and Roxy Peterson are there to greet us and show us their immense store and \$30,000 worth. Roxy and Earl are an interesting couple. Earl, working at his shoulder, is happily as can be. No wonder people love to come to trade in the Variety Store. 1880 is across from the Oaks Theatre.

West of the theatre a few stores is the great Oaks Hardware store operated by Herb Van Nov. who also is a partner in the 5001 Nancy Hardware store at 5001 College and at 14th St. 14th St. San Leandro. He is the son of our call. He was not at the store, but his clerks gladly pointed out the immense extent of his stores stock. He operates this store in 1948. At the time he opened another store in Alameda which he recently sold when he had his attention to the fast growing San Leandro.

Farther west a block or two and on the south side of Solano, spotted the 1652 number of Gunnar Larsen's charming home.

Herb and Gail were most

enthusiastic as they showed us their rather new and nicely conditioned quarters where they are becoming well established in the Solano area.

Moving westward down Solano, we come next to Frank Parsons' real estate office in his home at the corner of So' and 10th was Frank's "office".

Frank's was full of fun and jokes as usual.

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Oak Stake Oak

The Men and Gleaners' dinner-dance held Saturday, March 18 in Oakland chapel was a very joyous affair. Over 200 happy young people attended.

The Gold Ball in the Scottish Rite Ballroom Friday, March 24, delighted the large number of participants. The event was a success.

On Saturday, March 25, the Oak Ward was chosen by lot. Each ward queen was placed in a compact, inside of one of which was the call of one to be queen. Eleanor won.

That evening at the stake conference the tenth anniversary of the Golden Era of the Oak was observed.

On Sunday, March 26, the Oak

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Little Journeys to Places of Business of Hayward Business-Professional Members

By Dr. Leo Parry
First we visit Brother Clyde W. Lindsay, now superintendent of the Sunday school, and a builder and contractor, with office located at 737 Olive Street, Newark.

After supervising the erection of 125 homes on the Lindsay Tract for Claude Lindsay Company, Clyde has directed his own building from his office in Newark on his own tract at Newark and another at Mission San Jose. He is also building on other people's lots, at various points in south Alameda county.

Next we visit the Jibson Bros. of Niles, Calif., in Niles Canyon. The general contractors, specializing in paving, grading and excavating, and transporting red rock and fill.

On the way back to Hayward, we call on Johnstone's Poultry farm operated by Clifford E. Johnston, 29304 Ruiz Road. It was not until 1944, that Clifford and his wife Sarah were able to put all of their time and attention to the business of which they had dreamed during the years past.

During the past year they marketed the following: 16,200 fowlers, 1400 hens and 13,000 duck eggs. We next call on Bro. Sam T. Wright, who has established a radio and television repair and installation business at his home at 627 Madrone street. He has had several years of experience with the Federal Communication Commission.

We then proceed to the plant of Bishop W. T. Webb at 1906 Center street in Castro Valley. He has a very large brooder house where the day-old chicks are placed. His business is largely placed. His business is largely placed. His business is largely placed.

Next we called on D. Ross McClellan, general contractors at his home at 1727 Fairview Avenue, where he also has his office, shop and a large tool house. Ross was the contractor on the new Hayward Chapel and has built many homes and several oak buildings in Hayward as well as oak buildings in Hayward.

We then dropped on C. Ben Lamkin, 1624 Ward street, who represents the Hardware Mutuals, a group of companies providing casualty and liability insurance for automobile, home, buildings, and business. Saves his clients up to 30 per cent in premiums.

We next called at the office of Dr. Leo J. Parry, located at 718 Castro Street, where he is another contractor, with a large reception room which contains seating facilities for seventeen persons and in evenings this is often not enough.

The next call on our tour was at the Motor Motor Company located at No. 5 Castro Street, where Dr. Leo J. Parry is employed in the sales department. Selling Oldsmobiles and Cadillac motor cars.

Our next call was at the home of Asa B. Cux at 3110 Maple St. There was much evidence at hand that Asa (or "A. B." as he is usually known by his family and friends) is a paint contractor, and a painter, son of a painter and oil and many paint brushes. His father before him and many of his brothers were painters. He and his brother Bramwell did much of the painting on the new Hayward Chapel.

Our next stop was at the home of Sister Jewell M. Forstgen who maintains an accounting service at home. She is associated with her is another LDS member, Dorothy A. Burch.

At our next stop, we were to learn about the insurance business from a man who is an insurance broker, having several agents working for him in the state. He maintains an office in the Insurance Bldg., at 1404 Franklin St., and in addition to his office, he is at his home, 481 Cherry Way, Hayward.

We called at the tailoring shop of Verdie Starks, 1930 Jewell St., Hayward. Verdie set himself in the game of tailoring when he purchased it a year or so ago. His business has grown so that he plans to erect an addition to his shop.

Heavy Equipment Moving Bay City Equipment Co., 2792 Cypress St., Oakland TW 3-8313. Edion Reid, company accountant, 33 Meadow Drive, Mill Valley, Ph. Dunlap 236.

Hobby Shop Model Hobby Craft Shop, 4336 Broadway, Oakland (across from Tech HI) Roy's Hobby Mart, 990 West St., Pittsburgh Ph. 1593 M. Roy prop.

Housewives Adams & Murdoch, 1021 Main St., Napa 6-5789. John L. Murdoch, partner, Res. 1710 Spruce St., Napa, 6-5896.

Insurance—Fire and Casualty Farmers Ins. Group Agency, 10 East 5th St., Pittsburgh Ph. 891 East Bay Ins. 513 17th St., Richmond BE 2-8663. Phillip Lewis, partner, Res. 4-3233.

Insurance—Fire and Casualty C. B. Lewis, 1624 Ward, El Cerrito Dennis L. Lauper, broker, 2336½ Ivy Drive, Oakland GL 1-3594. San Francisco phone: SU 1-8742.

Insurance—Fire and Casualty J. Leon White, broker, 481 Cherry Way, Hayward: 1404 Franklin St., Oakland Orth. Wilson, 1000 1/2 14th St., Oakland insurance company executive, Res. 2-2905. Leon White, broker, 481 Cherry Way, Hayward: 1404 Franklin St., Oakland E. B. Gandy, agent for Farmers Insurance, 417 Winchester St., Vallejo, Ph. 2-6236.

Insurance Brokers Willard Johnson, General Insurance, 1326 Locust, Walnut Creek, phone 5741, day or night.

Insurance—Fire and Casualty Phillip Lewis, broker, 2336½ Ivy Drive, Oakland GL 1-3594. Eugene L. Blackman, first cousin of the banker, is head of the insurance department of Campbell, Sullivan and Firth department store of Oakland and is also a buyer for the bank.

Insurance—Fire and Casualty Clarence W. Lesser, an industrial engineer, is manager of the insurance department of the Bank of America's plant in Newark, California.

Brother William A. Rosenkrans is a supervisor for the Fuller Bros. Co. somers in Alameda county, having Bro. George S. Sims serving as a salesman.

Eugene C. Blackman, first cousin of the banker, is head of the insurance department of Campbell, Sullivan and Firth department store of Oakland and is also a buyer for the bank.

Insurance—Fire and Casualty R. E. Farmer, agent for Men's Assurance Co. of K. C., 966 Kern St., Richmond BE 5-1331.

Insurance—Fire and Casualty Walter A. Graf, second assistant in the Sunday school superintendent, is a traveling salesman for the Northern California Hardware and Steel Co., of San Francisco.

Melvin Lauritson, of the "Mel's Venetian Blinds Co." of San Leandro, has recently purchased a home in Hayward.

(Continued from page seven)
Spee-Dee Cleaners, John Woodmansee, 1109 E. 14th St., San Leandro

Etta Wilgar—Cleaning & Second Hand Store, 2003 Broadway, San Pablo, Calif.

Wendell A. Wright, 720 Main Pub. Ave., Oakland GL 2-2525.

Ray F. Winkler, Res. TR 2-6099.

Douglas A. Swanson, partner, Res. KE 4-2175.

Ritz Cleaners, Jack M. Allen, prop., 1324 Broadway, San Pablo, Calif. BE 2-3396.

Electrical Signs
Malcolm G. Koch, dealer indoor and outdoor electrical signs, 1555 Semic, Berkeley, AS 3-6550.

Electricians
Crown Electrical Maintenance Co., 447 Stevenson St., San Francisco TW 1-1708. Wm. M. Powell, partner and general manager, Res. AN 1-6920.

Electric Motors
Motor Repairing, Clyde A. Russell, 4126 Grove, Oakland HU 3-6020.

Electric Shavers, Hair Cutters
Williams Bros., 1526 Franklin St., Oakland GL 1-7977. Ray Karpus, Dept. Head, (M. P. Ward), Res. OL 2-7227.

Elevators
J. Eugene Russen, salesman, Otis Elevator Co., 333 13th St., Oakland, Res. GL 1-6899.

Entertainment Agency
Esther England Entertainment Agency, 2525 Foothill Blvd., Esther England (Diamond Ward), Res. KE 4-3985.

Florists
Crystal Flower Shop, Alexander McOmie, 1175 Market St., San Francisco MARKET 1-2548. Res. 1- Danville 582.

Olympic Florist Co., Ira B. Cull—Chloe Cull, 1504 MacArthur Blvd., Oakland.

C. Floral, T. A. Palmer, Prop., 2447 Telegraph Ave., Berkeley BE 6-2431 & BE 7-6244. Res. LA 4-3925.

Food Broker
Hall-Roeke, 275 2nd St., San Francisco SU 1-8407. George W. Cheney, (Diamond Ward), Pres. & Gen. Mgr. Res. KE 2-2637.

Food Products
Cheney Bros. Food Products, 215 Washington St., Oakland Bus. Ph. J. E. Cheney, (Diamond Ward), Pres. & Gen. Mgr. Res. KE 2-2637.

Ford Sales and Service
Campbell, 836 San Pablo Ave., Albany LA 5-3663.

Furniture Stores
Herman's Furniture Exchange (New and Used Furniture), 1514 Market St., San Pablo, Calif. BE 4-5806. W. T. Dean, Mgr.

Houston's Linenware, Linoleum, Appliances and Carpets, Walnut Houston, Prop., 4201 Telegraph, Oakland PI 5-7822.

Marc Lauer, salesman, appraiser and used furniture buyer at Breuers, 22nd & Broadway, Oakland; Res. LO 8-0229.

Freight Transportation
Arthur Rolfe, Solicitor, Transportation and Freight, 2908 Carmel St., Oakland, KE 4-1925.

Freightlines
Lenora J. Hill, 1632½ Delawars St., Berkeley AS 3-10440.

Groceries—Meats
El Ray Food Market, 1655 Main St., Walnut Creek, Ph. W. C. 4461. Horace C. Cherrington, Prop. Res. W. C. 4785.

Ray T. Brown, associated with El Ray Food Market, Res. 7-3899W.

Gilman Food Center, Cor. Gilman & San Pablo Ave., Berkeley.

Ted Baer (Berk. First), Mrs. Res. LA 4-3671.

Millards Market, 2920 Cypress Ave., Berkeley AS 3-0671. A. Schleifer, Mgr., 1624 Ward, El Cerrito, Res. PI 5-8892J.

John Miller, partner, Millards Market, Res. BE 7-4891.

People's Market, 15th & Broadway, San Pablo, Thornton Pioneer Market, Castro Valley, Meat Dept., Fred Welchoff, proprietor, Redwood Road and Madison Ave.

J. Dean, D. J. Talbot, Owner, 16th & D St., Antioch Pittsburg, Ph. 2408-J.

Painters
Vernon Bennett, 2709 35th Ave., Oakland AN 1-3392. Vern L. Bennett, Prop. (Diamond Ward).

Roy Clavin Painting and Decorating, 7022 Eureka Ave., El Cerrito.

Asa B. Cox, 310 Maple St., Hayward.

Hector Evans, 72 Moraga Road, Lafayette.

George Heldberg, painting contractor, St. Helena Ph. 120 Abigail Atkins, Res. 1, Box 13, English Hills, Vacaville.

Paint Store
Olson's Marveen Paint Store, 1718 Solano Ave., Albany LA 5-1227 (opposite Albany Post Office) Allan Olson, Res. BE 4-6798.

Pest Control Service
Barrett Pest Control Service, 2041 University Ave., Berkeley, Edarr prop., Res. LA 5-7980 AS 3-0443 or KE 4-2278.

Photographer, Commercial
Ed Pyle, 1479 Solano, Berkeley LA 5-3822. Delbert Carmen, 2145 Wendell Ave., Richmond BE 3-0154.

Physicians & Surgeons
Grant Ellis, M. D., 2298 Durant Ave., Berkeley AS 3-1400.

Dean Eldon Hart, M. D., 1624 Ward, El Cerrito HU 3-3663.

McKin G. Hart, M. D., 369 29 St., Oakland TW 3-8877.

E. Burns Lee, M. D., 601 Georgia St., Vallejo, Ph. 3-5681; Res. 8-6404.

Sidney M. H. Day, M. D., 447 9th St., Oakland, GL 2-1390; Res. KE 4-0866.

Douglas Ream, M. D., 139 Solano, Albany, LA 5-2721; Res. LA 5-6622.

Milton P. Ream, M. D., 131 1/2 Durand St., San Leandro, Res. 4930 30 St., Oakland.

Emery P. Reamer, M. D., 2298 Duran Ave., Berkeley Res. 8-5221.

Physical Culture
Brother Jonathan Healthatorium, 3783 Piedmont Ave., Oakland, Jonathan Heaton, OL 2-9261.

Plastering
Acme Plastering Contractors, George Riding, 210 San Leandro Blvd., San Leandro SW 4-3402.

Plumbing
M. L. Balmer, 1705 141st Ave., San Leandro LO 8-4260. Hardware Center, 1122 Second St., Napa Ph. Napa 4-0204.

Reed W. Keller, Res. 112 2nd St., Napa, co-partners.

Arthur L. Hopkins, 765 San Pablo, El Cerrito LA 5-5880. Res. LA 5-2321.

Pottery
San Carlos Pottery, Allan D. Haymond, 2931 Piedmont Ave., Berkeley, Res. TH 3-4112.

Poultry Products
Clifford E. Johnson, Eggs and Fryers, 26304 Russel Road, Hayward W. T. Webb, producer of fryers, 1859 Center St., Hayward.

David E. Wheeler, partner, 1011 Grace St., San Leandro.

Marion D. Redford, Res. 513 17th St., Richmond BE 2-3283.

Don P. Sweet, 444 Smally St., Hayward.

Don Wood, CLU, Mkt., 481 Cherry Way, Hayward.

Printers
Sons of Norway Courier, Raymond E. Campbell, Owner, 729 Main St., Sausalito, Calif. Ph. Sausalito 4-2948. Winn Printing Co., 4518 Grove St., Oakland 9. OL 2-9748. Robert H. Bird, with Curtis Printing Co., Oakland PD 5-7122. Res. KE 4-3351.

Radio Stations
KLX, Oakland, Res. 1-0660.

KE 4-2346, Station Mgr., Res. KE 4-6346.

KVON, "The Voice of Napa Valley," 1978 Brown St., Ph. 6-7545.

Grant Pollock, 110 Seminary, Napa.

Radio-Television—Installation and Repairs
Sherman T. Wright, 627 Madrone St., Hayward LN 1-0898.

Real Estate
Bybee & Bliss Realtors, 2603 36th Ave., Oakland AN 1-1881 and KE 4-5237.

Reed's Insurance Exchange, 19 E. 5th St., Pittsburg 891.

W. M. F. Doherty, Res. 1000 1/2 14th St., San Leandro.

Charles E. Gustavson, 2942 Jackson St., Alameda LA 2-2051.

Rick C. Gustavson, 1000 1/2 14th St., San Leandro.

Walter A. Graf, second assistant in the Sunday school superintendent, is a traveling salesman for the Northern California Hardware and Steel Co., of San Francisco.

Melvin Lauritson, of the "Mel's Venetian Blinds Co." of San Leandro, has recently purchased a home in Hayward.

Realty
General Life Insurance Co., Charles J.